

MID-WESTERN UNIVERSITY, FACULTY OF MANAGEMENT
 MASTER IN BUSINESS ADMINISTRATION (MBA), SYLLABUS 2072 (2016)

Course Title		Entrepreneurship and Technology Management
Course Code Number		MGT 534
Credit Hours		03
Year: II		Semester: III
Course Objectives:		
Main Objective		This course aims to provide the students an overview of Entrepreneurship, the entrepreneurial process and business venture management. It also gives the students an idea on the importance of the skills needed to grow a new venture business. It further analyzes various exit strategies for new business and promotes business plans.
Enabling Objectives		At the completion of this course, the students will be able to: <ul style="list-style-type: none"> • Develop an understanding of entrepreneurship and the entrepreneurial process. • Assess the feasibility of new business concepts and ideas. • Develop skills in new business venture management including opportunity recognition, market assessment, and financial planning. • Identify resources and skills needed to grow a new venture business. • Analyze various exit strategies for new business ventures. • Create business plans for development and financing of new business
Learning Unit (LU)	Learning Hours (LH)	Contents
LU1	10	Introduction of the Entrepreneurial Development Perspective <i>Overview of entrepreneurship:</i> Concepts of Entrepreneurship Development, Evolution of the concept of Entrepreneur, Entrepreneur Vs. Entrepreneur, Entrepreneur Vs. Entrepreneurship, Entrepreneur Vs. Manager, Attributes and Characteristics of a successful Entrepreneur, Role of Entrepreneur in economic development and developing economies with reference to Self-Employment Development, Understanding Entrepreneurs and the Entrepreneurial Process, Entrepreneurial Culture, Unit Case Study
LU 2	14	Technology and Entrepreneurship Development Invention, innovation and technology, Life Cycle of Technology, Managing Technology Transfer, Technology Transfer and Diffusion, Types of innovation, Drivers of innovation, Knowledge Management Fundamentals, Knowledge Creation and Transfer, Managing Creativity and Organizational Learning, High-Technology Ventures, Importance of Technology and Innovation

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		to Society, Challenges in converting invention into innovation.
LU 3	8	Creating Entrepreneurial Venture <i>Highlight on Development of entrepreneurial Venture:</i> Business Planning Process, Environmental Analysis, Search and Scanning, Identifying and evaluating problems and opportunities, Defining Business Idea, Basic Government Procedures to be complied with, and Unit Case Study
LU 4	6	Project Management <i>Approaches to Project Management:</i> Technical, Financial, Marketing, Personnel and Management Feasibility, Estimating and Financing funds requirement, Schemes offered by various commercial banks and financial institutions like, Venture Capital Funding, Unit Case Study
LU 5	6	Entrepreneurship Development and Government <i>Development of entrepreneurship and role of government:</i> Role of Central Government in promoting Entrepreneurship, Introduction to various incentives, subsidies and grants - Export Oriented Units - Fiscal and Tax concessions available, Role of various agencies in the Entrepreneurship Development – available in different regional levels, Unit Case Study
LU 6	4	Failure in entrepreneurship The FOUR Entrepreneurial Pitfalls (Peter Drucker), Analysis of entrepreneurship in Nepal, Success and failure Case study
References		<ol style="list-style-type: none"> 1. Innovation Management, strategies, implementation, and profits, second edition, ALLAN AFUAH 2. Entrepreneurship: New Venture Creation - David H. Holt 3. Entrepreneurship - Hisrich Peter 4. The Culture of Entrepreneurship - Brigitte Berger 5. Project Management - K. Nagarajan 6. Dynamics of Entrepreneurship Development - Vasant Desai 7. Entrepreneurship Development - Dr. P.C.Shejwalkar 8. Thought Leaders – ShrinivasPandit 9. Entrepreneurship, 3rd Ed. - Steven Brandt 10. Business Gurus Speak - S.N.Chary 11. The Entrepreneurial Connection – Gurmit Narula

Net Contact Hour is 48 excluding the exams and tests.

Evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination